

The Pipe Liner Newsletter



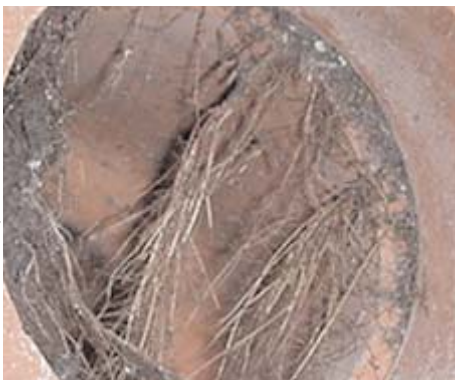
Volume 1, Issue 4

January 2006

www.pipeliningupply.com

From Hero to Loser or Hero to Hero The Choice is Yours

Another drain cleaning call to a house you've been to twice before may be your last whether you want it to be or not. Why? The first time they call you was their very first problem with their drain. It never clogged in the 13 years they lived in the house. That first call was 16 months ago. You rootered out a clog of paper and roots and advised them of what you found. Five months ago, they called again and again you cleaned the lateral. You explained that roots were the problem but that you got them out of there. Fast forward to today. They ask you about warranty. "The first time you cleaned it 11 months went by before we needed to call you back. Now it's only 5 months. Did you not get all of the roots last time?" Now you are on the defensive. You may even discount the call this time to keep a good customer happy. You clean up and leave with a customer who's perplexed and wonders if this will be the time that it's cleaned "for good". What are the chances 4 to 5 months from now, when the drain is plugged with roots, that you'll get the call? It's probably less than 50%. Why? Because they are looking for a long term solution, and your fixes are lasting shorter and shorter periods of time. In



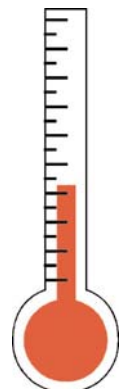
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addition, they've lost faith in your ability to solve their problem. So, when is the right time to talk about the causes of clogged drains and the various options to permanent repair of the problem? The answer is on the first call. By the 3rd call, instead of being defensive and discounting your bill, you could have been making an easy sale to fix the problem, and have a happy customer instead of being on the edge of being fired by the customer. By educating your customer from the first call, instead of being on the edge of being fired by the customer. By educating your customer from the first call, they can take themselves through the process of investing in a permanent repair instead of groping around for a reason or worse, blame you for a poor job done by the service techs. There are several educational pieces of material that will explain the reasons drains get roots and how to repair them permanently, so no selling is involved. We can help you set up a program for you and your staff that will make the process easy. Instead of following the hero to loser path so many drain cleaning contractors fall into, you can follow the hero to hero path. Call us today!

Weather Changes

As we move from summer to winter weather, remember to consider ambient temperature when curing your lining jobs. Cold weather extends both the working time (pot life), and the curing time of your resins, so be sure to read the label to get a good idea of the length of time you should hold pressure on



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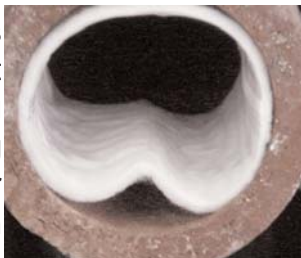
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your liner before it's done. A thermometer is a good tool as well. Remember, the ambient temperature is the temperature inside the pipe you are curing. It may be a warm day outdoors in the sun, but what's going on in the pipe is entirely different. With over night lows in the 40's and the daytime highs in the 60's, the ground temperature may fall into the 50's, especially following rain events. Inflow and infiltration trailing a rain event could cool a portion of the line into the 40's. If you read the label on the resin system you're using, you will see that the colder the ambient temperature, the longer it takes to cure the resin. Additionally, the portion of the pipe that is much colder than the rest of the pipe, that portion that is in the 40's, may take 6 or more hours longer than other parts of the pipe. If you pull your calibration tube when the end of the pipe feels hard, you may not have the same effect going on down the line if cold water is running near and it's significantly colder. In fact we've seen many portions of a line lay down that hasn't cured because of this factor while the ends were perfectly cured and looked good. Cold temperature retards the curing process.

Buckling

Several of you have experienced buckling by now. All buckling issues can be eliminated if you plan your lining projects in advance.

We've talked about buckling before, but it's always good to review what causes it and how you can prevent it. Buckling occurs when your liner system collapses when resistance from external



pressure is more than the liner can support. The factors that weigh in on the resistance to buckling include the flexural modulus of the resin, the thickness of the resin, the external loads, including live loads, dead loads, and the

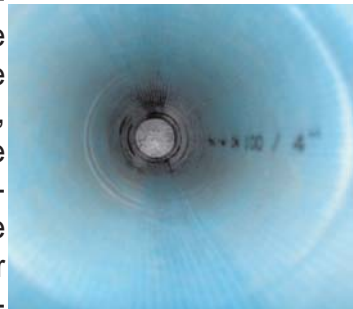
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support from the existing pipe that may be left before lining. So what does the liner look like that has buckled? If you observe a sharp longitudinal wrinkle, usually near the bottom of the liner, you are experiencing classic buckling or failure of the liner to support the load. Buckling can occur if the liner is too thin, the resin too weak, the resin not fully cured (as mentioned above), or higher loading pressure than you originally calculated. If you've experienced buckling, recalculated the load factors, check the resin mixture you've used, and consult with us to make sure you don't repeat the failure. Finding the cause will prevent you from making the same mistake in the future. . . . Not finding the cause will insure that you'll have the same problem on a future job.

Sales

For those of you who don't believe you are in the sales business, skip reading this section of the newsletter. If you know that sales keeps the doors open for you, read on. I've talked to several contractors in the past few weeks that are selling a lot of lining systems, as well as others who are selling very few systems. The ones who are selling very few have many of the same issues from allowing them to sell a lot of systems, and the ones that are selling a lot of jobs also have the same things in common with the ones selling a lot. The common link between them all is the level of confidence in what they are doing with the customer. The higher the level of confidence, the more systems they sell, and conversely the lower the level of confidence, the fewer the sales. The higher sales closers are selling



8 out of 10 rooter calls for opening a clog due to root intrusion. Additionally, they are getting between \$100 and \$125 per linear foot with

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a \$2000 minimum per sewer line. A 10' lining job brings them \$2000. When they sell the lining system, they are confident that they are 1. Offering the best solution, 2. Sure of the process, 3. Confident that their job will turn out well, 4. Proud to present a good long term solution to their customers. Those are the wins he's offered the customer. What about the wins for himself and his company? They include 1. Higher profit margin than any other solution, pipe bursting, digging, and patching included. 2. Higher personal satisfaction due to the process that has the least disruption to the customer. 3. Best use of personnel, usually 2 guys a ½ day so the other guys can go out and generate revenue. 4. Lower risk solution than opening up the line only or digging/pipe bursting. If you've read this far, YOU are committed to sales. If you are one of the drain cleaning contractors selling 8 out of 10 root clearing calls, congratulations, you are already achieving the success you are looking for. If you are not at that level yet, here are the steps that will help you get there. Understand the process. If you are the person selling the system, get in the field and install a couple of liners. Knowing the "how to" part will give you the confidence to sell it to others. It also lets you understand the number of people you need to do this process. I've done a job alone. Was it easy? NO! Did I get it done? YES. I've also seen 5 guys on a job. While it made the job easy, it was a costly way to get a liner in the ground, and made it as costly as digging up the line and installing a new one. If a customer asks a question you can't answer, he's not going to be sure he's buying the best solution for him, and you're not sure either. Know what you are selling. It will make your sale easier, and will transfer that confidence to the buyer giving him the peace of mind knowing he made the right decision. Finally, know your costs. If you know how much you charge, but not how much it costs, you can't build your confidence level knowing your making enough money when you go out to a job. Figure you labor, materials, equipment, and overhead to determine what

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you're making. If you don't, you won't be around long enough to worry about future sales. There wasn't one end customer I've talked to who said he wanted to spend \$5,000 to have his drain cleaned. Not one! But every one I talked to at the end of the job, said it was the best decision they ever made. They made a decision not to have sewage backed up all over their carpet due to roots and that insurance only cost \$5,000. That's what they bought, not a \$5,000 drain cleaning job.

Technical Corner

We've been selling several boilers to control the curing time, and I just wanted to clarify a few misconceptions and questions.

Question: Can I use a longer pot life resin and still get a quicker cure time?



Answer: Yes. The Quik-Pox 60 has a working time of 60 minutes at 77F and will cure in 60 minutes at 125F. The Quik-Pox 30 at 77F gives you 30 minutes work time and will take 45 minutes at 125F. Using

the Quik-Pox 60 will give you 30 minutes more of work time than the Quik-Pox 30 and it will take 15 minutes more to cure. Most contractors agree that using the Quik-Pox 60 and having that extra 30 minutes of work time is the way to go.

Question: When does the clock start for the cure time when using the boiler?

Answer: The clock does not start until the return water temperature is 125F. It will take a few minutes to get the water inside the liner up to 125F.

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Question: Can I use the boiler without putting a 3/4" layflat down the middle of the cal tube and must it go all the way do the end of the cal tube?

Answer: No. You must introduce the hot water to the farthest point inside the cal tube so that you can be assured that they entire line is getting heat. Introducing hot water at any other point will result in cold pockets of water that will not cure and you will have a failure.

Question: After the line is cured, do I need to cool down the water?

Answer: Yes. You shut off the boiler and introduce cold water from the faucet until the water temp is cool enough not to burn you or your people.

Question: How can I get a boiler?

Answer: Call Pipe Lining Supply, 714-630-6311. We have them in stock!



Pipe Lining Supply is pleased to partner with you in providing the best materials, supplies and technology to help you grow your sewer lining business. Call today to get a complete list of all the different types of lining material, resin and equipment we have available to you!



We offer the most portable system. Small but mighty!

Long lines - no trouble! Tight spaces - no trouble! Larger diameter lines - no trouble.

Call: 714-630-6311

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